

TRIAL EXHIBIT 5059



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FY12 Java Strategic Planning Review : Americas Region

Americas' Java Sales Team



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UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA
TRIAL EXHIBIT 5059
CASE NO. 10-03561 WHA
DATE ENTERED _____
BY _____ DEPUTY CLERK

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Agenda

- ✓ State of the Business
- ✓ FY12 Preliminary Forecast
- ✓ ✓ FY12 Pipeline (New Blood)
- ✓ Progress on Sales Campaigns
- ✓ Vertical Market Strategy Update
- ✓ Major Accounts Update



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State of the Business

Q1

- Year of transition and learning the Oracle way



- Java 7 launch activities
 - Hosted 7 Java User groups in 7 cities
 - Java Customer Days (3 to date)
 - Partnership with Product Development, Management & A&C team
 - Started customer calls with Dev Team execs

FY12

- We Reloaded!
 - Focused Strategy
 - Increased Morale
 - Team has focus and mojo back
 - Major organizational changes
 - Vertical Mkt. Coverage
 - Business Plan
 - Build bridge to FY13 & beyond
 - New Wins with existing base as well as new customers
 - Lock in legacy customers for 2-3 yr terms
 - Compliance Initiative
 - Deal approval velocity still major issue
 - Distribution Services overhaul

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FY12 Opportunity Pipeline

As at 27-Jul-11	Q1	Q2	Q3	Q4	Total
Known Business	\$7.1M	\$18.4M	\$4.1M	\$4.0M	\$33.6M
Uncommitted Opportunities	\$0	\$1.2M	\$8.0M	\$2.5M	\$11.7M
Total	\$7.1M	\$19.6M	\$12.1M	\$6.5M	\$45.3M
FY12 Plan	\$7.5M	\$9M	\$15M	\$18.5M	\$50M
Variance (*)	(\$400K)	\$10.6	(\$2.9M)	(\$12M)	(\$4.7M)

Q4 pipeline is weak. Looking to increase current low probability deals to strong upside

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FY12 Revenue Outlook (License only)

Q2 FY12	\$k	FY12	\$k
Q2 FY12 Goal	\$9,000,000	FY12 Goal	\$50,000,000
Q2 FY12 Actuals	\$0	YTD FY12 Actual [Q1]	\$7,100,000
Q2 FY12 Forecast	\$18,400,000	Q2-4 FY12 Forecast	\$26,500,000
Gap to Goal [Q2 FY12]	\$0	Gap to Goal [FY12]	\$16,300,000
Q2 FY12 Pipeline Upside	\$1,200,000	FY12 Pipeline Upside	\$11,700,000
Q2 FY12 Outlook	\$19,600,000	FY12 Outlook	\$45,300,000
Overall	\$10,600,000	Overall	-\$4,700,000

Sales activity to “bridge the gap”

- Increase \$/deal on each compliance deal over 40% probability
- Close some “early adopter” deals in vertical market sectors

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Current Q2 Pipeline

Account	Product	Probability	Revenue	Action
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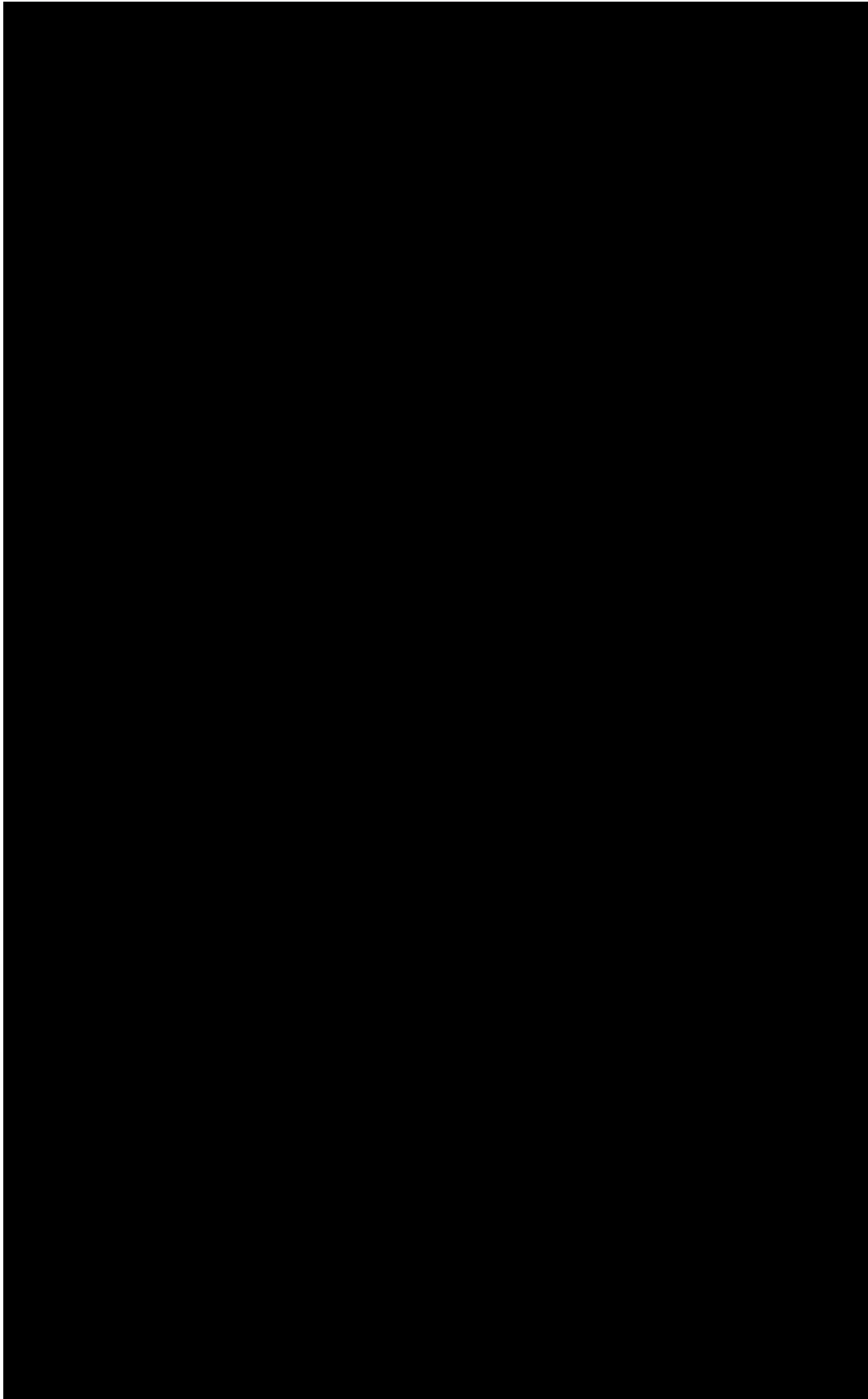
[REDACTED]				
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FY12 Java Distribution Deals' Update



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Dependencies and Obstacles

- More velocity needed on Approval Process
 - 38 Days to get one deal approved will not scale
- BDB Offering
 - No access to agreements
 - Cannot fulfill Prop Hosting Deals
- Java Support Offerings
 - No OEM Support
 - Little visibility of JSE Enterprise products outside JEG
 - Education on pricing

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Progress with Sales Campaigns

Compliance	<ul style="list-style-type: none">• Targeting Network Management across verticals for Java use cases.• ~ 400 prospects in pipeline and 40 active engagements
Healthcare	<ul style="list-style-type: none">• Still heavily engaged in BD and industry activities (GBU, Continue Alliance, ATA show)• Patient Monitoring is beginning to yield some opportunities
Smart Grid/Meters	<ul style="list-style-type: none">• Still heavily engaged with BD and industry activities (UGBU, SOC vendors, Grid week/Automation shows)• Making some progress with residential gateway focus.
M2M	<div></div> <ul style="list-style-type: none">• Exploring MTCConnect and OPC UA standards,• Targeting Johnson Controls, exploring second win within Rockwell.
Other	<ul style="list-style-type: none">• Working all leads that come from JSE-E and OJEC download pages , BDB• Participated in Java 7 launch through JUG presentations and Customer Java Days

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Vertical Market Focus Activities

Healthcare	<ul style="list-style-type: none">• Company targets : McKesson, V-GO, Baxter, Analogic, Medtronic, [REDACTED]• Events : Siebel end-to-end demo at ATA, Continua Alliance meetings
Smart Grid/Meters	<ul style="list-style-type: none">• Company targets : Echelon, Elster, GE, iControl, ITRON, SilverSpring Networks, [REDACTED]• Events : Gridweek, Autovation, JavaOne targeted email campaign, Distributedtech
M2M	<ul style="list-style-type: none">• Company targets : Rockwell, Johnson Controls, 8D, Schneider, Tridium, Fluke, [REDACTED]• Events : MTConnect TAG Meeting, Rockwell Java Day, JavaOne
Other	<ul style="list-style-type: none">• Company targets....GM, Honeywell, General Dynamics, Boeing, Cisco• Current pipeline....see forecast• Events : JavaOne, ARM Developer Conference, Embedded Systems Conference

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Lead Generation & Relationship Building

Prospecting in Territory/Named Accts, Contractual Contact Mining, Tradeshow, Marketing Campaigns, etc with reps.

Drive Leads

Drive Downloads

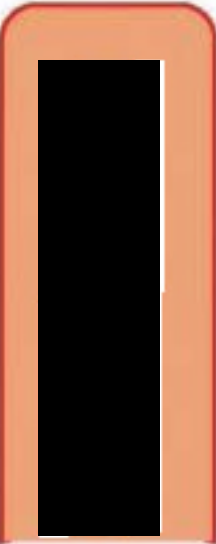
JUGS

- Java 7 Launch, JSE-E specific JUGs
- 7 cities
- ~5200 attendees overall

Customer Java Days



Win Workshop



OTN Developer Days

- We present the Embedded track typically
- 3 in 2011

BDB

- Engineering use case analysis
- Analyze Robert Brucksteins spreadsheet

JavaOne Labs

- 4 labs including SE-E for smartgrid and healthcare
- Devised email campaign for SmartGrid

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Lead Generation and Relationship Building .Next

- A. Leverage all the work that went in to JavaOne
 - 1) We have 4 potential customer training tools the field can leverage in Java SE-Embedded, JavaFX, LWUIT, Ginga-J HOL's [REDACTED]
 - 2) Dave Hofert, Fareed Sulliman, Nandini Ramani teams all generated interesting demos. (ie. JavaFX on iPad)
 - 3) 56 attendees at SE-E Lab at JavaOne including [REDACTED]
- B. Tradeshow/Download lead followup
 - 1) Leads from ATA/Gridweek/Autovation/JavaOne need to be engaged.

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JSE-E/OJEC Downloads – Leading Indicator

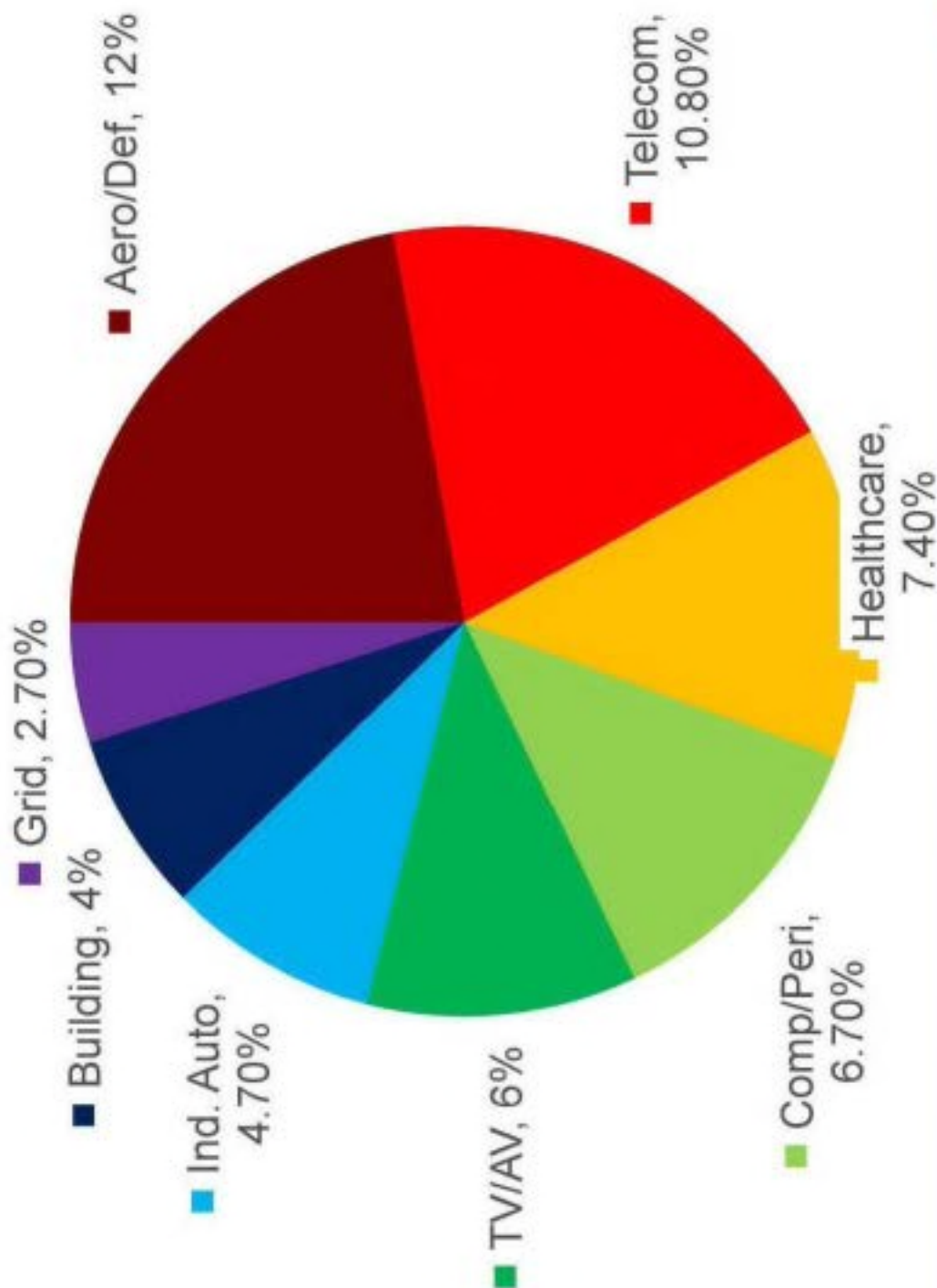
SC LEAD GENERATION	STATISTICS	WHO IS DOWNLOADING
Java SE Embedded Download Stats (CY2011)	1412 Downloads, 211 Raw Leads, 3 Wins	
Oracle Java Embedded Client Download Stats (since June 2011)	144 Downloads, 34 Raw Leads, 0 Wins	
BDB (Since June 2011)	Still working on how to get download lead information. Multiple prospecting initiatives underway in our named accounts.	

Contact information is typically unreliable – Fixing by requiring an OTN membership.

Will be entering qualified data into GCM starting in Q2.

Contact is usually an engineer who is doing a technical evaluation.
Start generating quarterly report with vertical market identification.

Percent of Leads By Vertical



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Americas SmartGrid Vertical

Network Management

•Target Accounts



•Findings to Date:

Investments going into comms interoperability between Meters and MDM Vendors platforms

Seeing strategic alignments with comm chip houses, ie Qualcomm

Grid Network

•Target Accounts



•Findings to Date:

Management Platform, concentrators leverage micro-controllers with very small program space

Interest in Oracle RAC for robust DB solutions for MDM integration

Home Energy Network

•Target Accounts



Findings to Date

Java used on back end systems, possible compliance issues.

Need Java Client for ADR



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SmartGrid Account Activity Highlights

Account	Activity	Future Potential
[Redacted Content]		

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SmartGrid Other Activity

Account	Activity	Future Potential
[REDACTED]		

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Americas SmartGrid “What Do We Need”

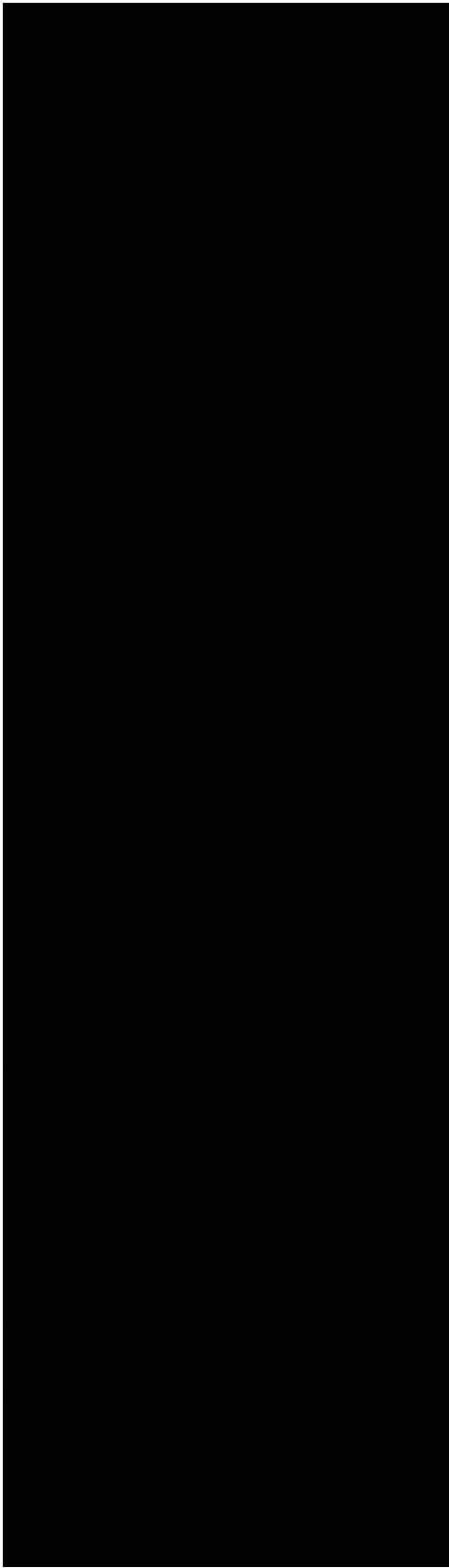
Account	NEED	Future Potential
[Redacted Content]		

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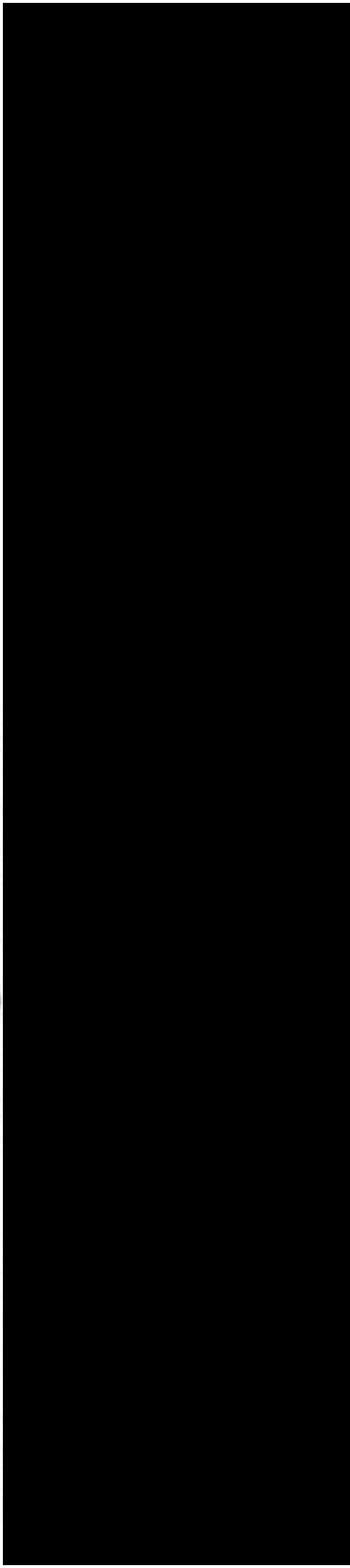


Expanded SC Focus on Industrial Automation

What We Have in Americas:



What We Are Planning To Do Next:



Industrial Automation Vertical Activity

Activity / Event	Date	Type	WWA&C Activity
[REDACTED]			

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Opportunity/Plan/Current Status

Medical Imaging

Trending Now :

[REDACTED]

Replicate :

[REDACTED]

Activities in Progress:

End to End at ATA

[REDACTED]

Patient Monitoring

Trending Now :

[REDACTED]

[REDACTED]

Activities in Progress:

[REDACTED]

[REDACTED]

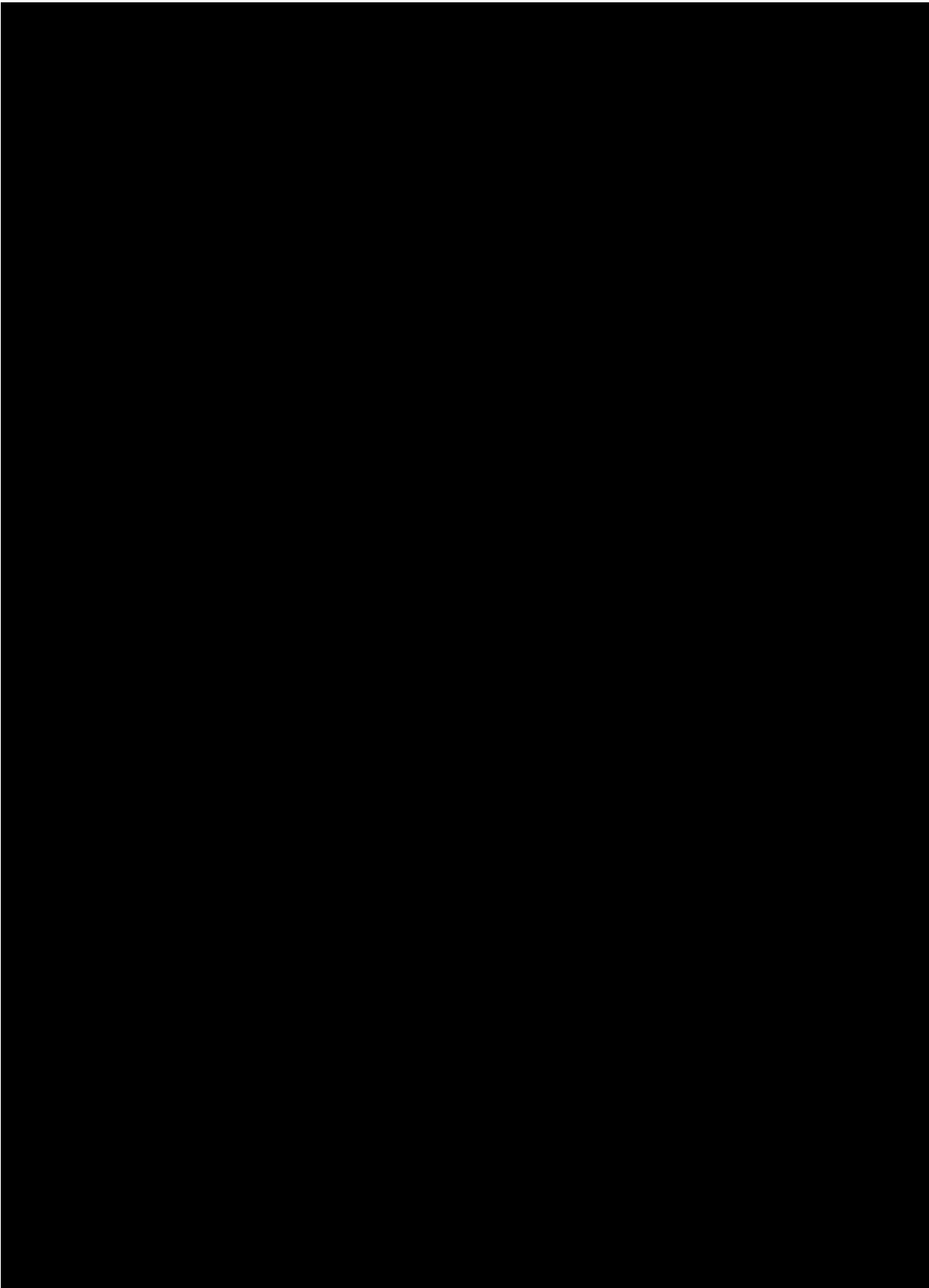
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Americas Java Healthcare Targets

COMPANY	CLASSIFIER	PRIORITY	ACTION	LIFE SCIENCES PARTNER	STATUS
<div></div>	IMAGING	HIGH	CLOSE		ENGAGED AT EXEC / SALES LEVEL
	IMAGING	HIGH	ENGAGE		ENGAGED AT SALES LEVEL
	IMAGING	HIGH	ENGAGE		ENGAGED AT SALES LEVEL
	MONITORING	HIGH	ENGAGE		ENGAGED AT SALES LEVEL
	MONITORING	HIGH	ENGAGE		NEED TO ENGAGE
	MONITORING	HIGH	ENGAGE		ENGAGED AT SALES LEVEL
	MONITORING	HIGH	ENGAGE		MOBILITY DAY UPCOMING ENGAGED AT SALES LEVEL
	MONITORING	HIGH	ENGAGE		NEED TO ENGAGE
	MONITORING	HIGH	ENGAGE		JAVA REQUIREMENT ENGAGED AT SALES LEVEL
	MONITORING	HIGH	ENGAGE		BUSINESS DEVELOPMENT ENGAGED AT SALES LEVEL
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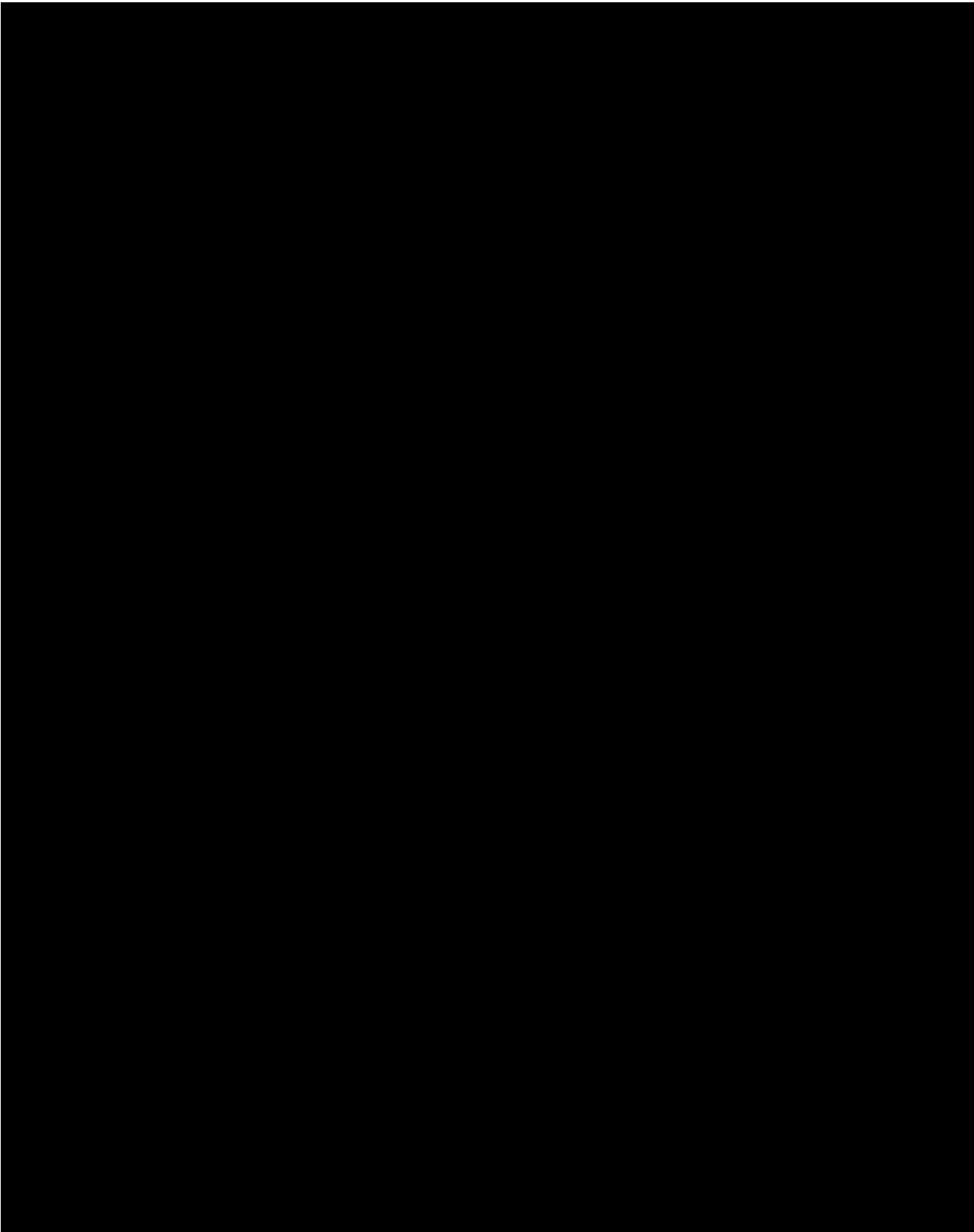


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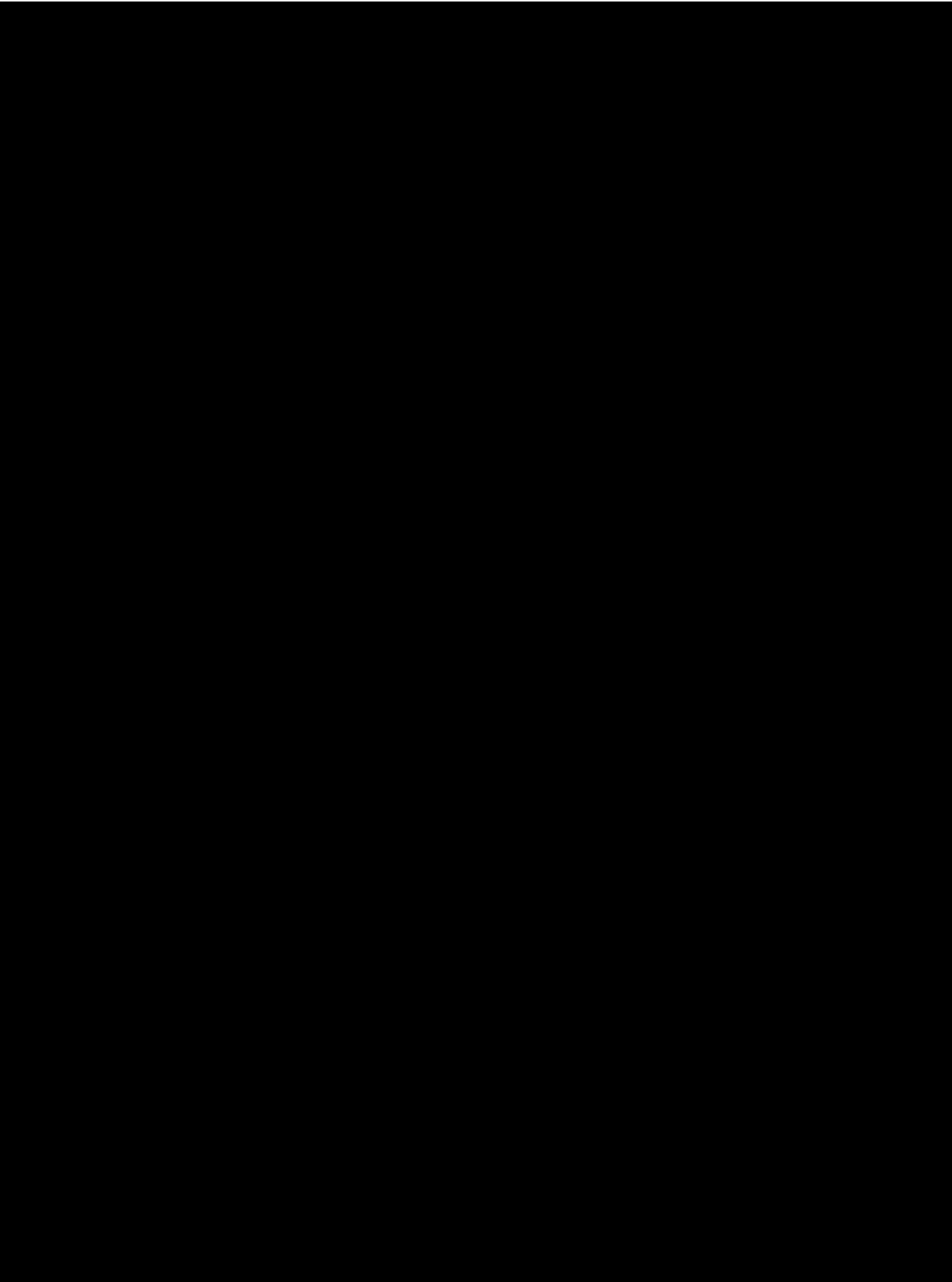


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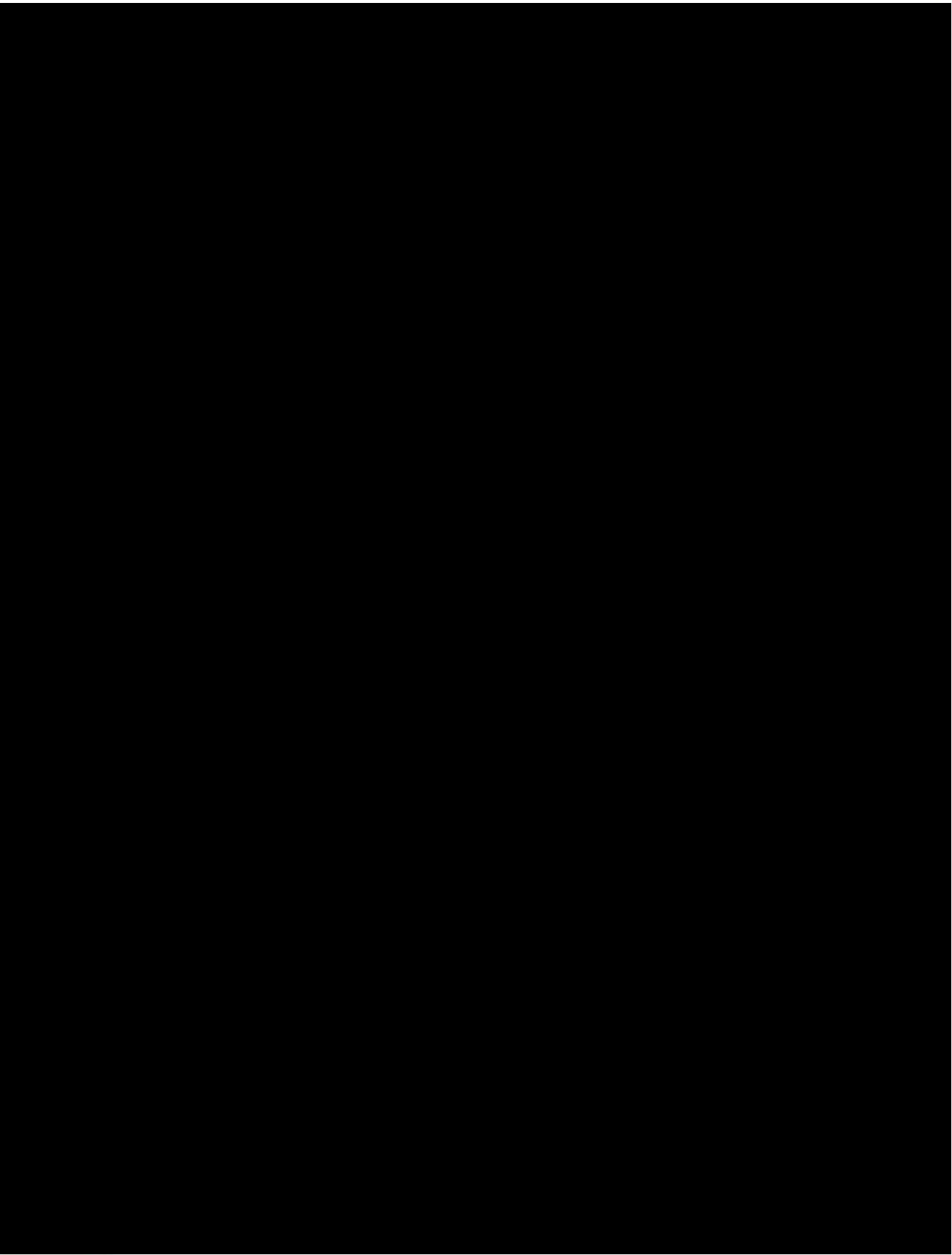


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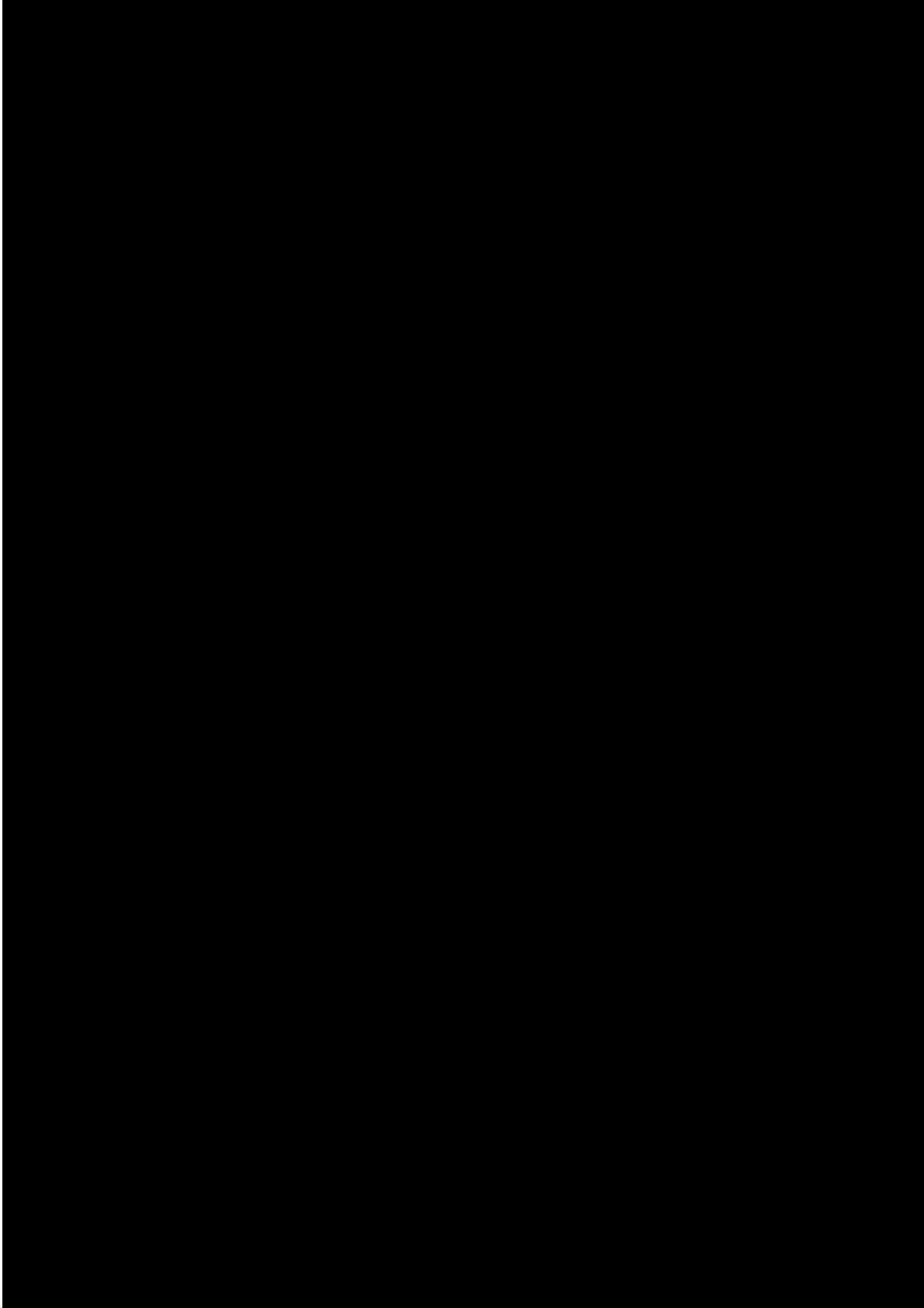


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Appendix

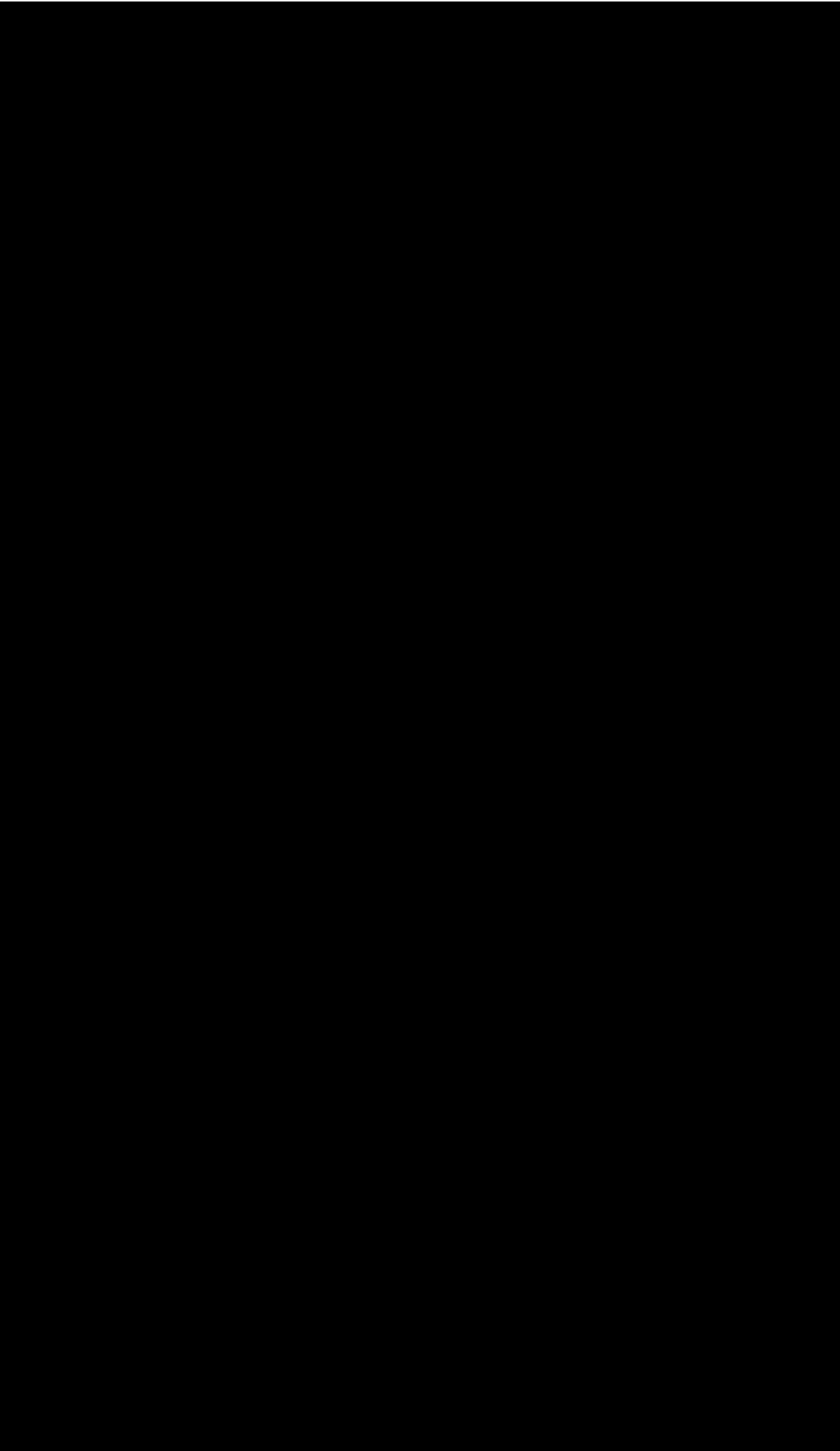
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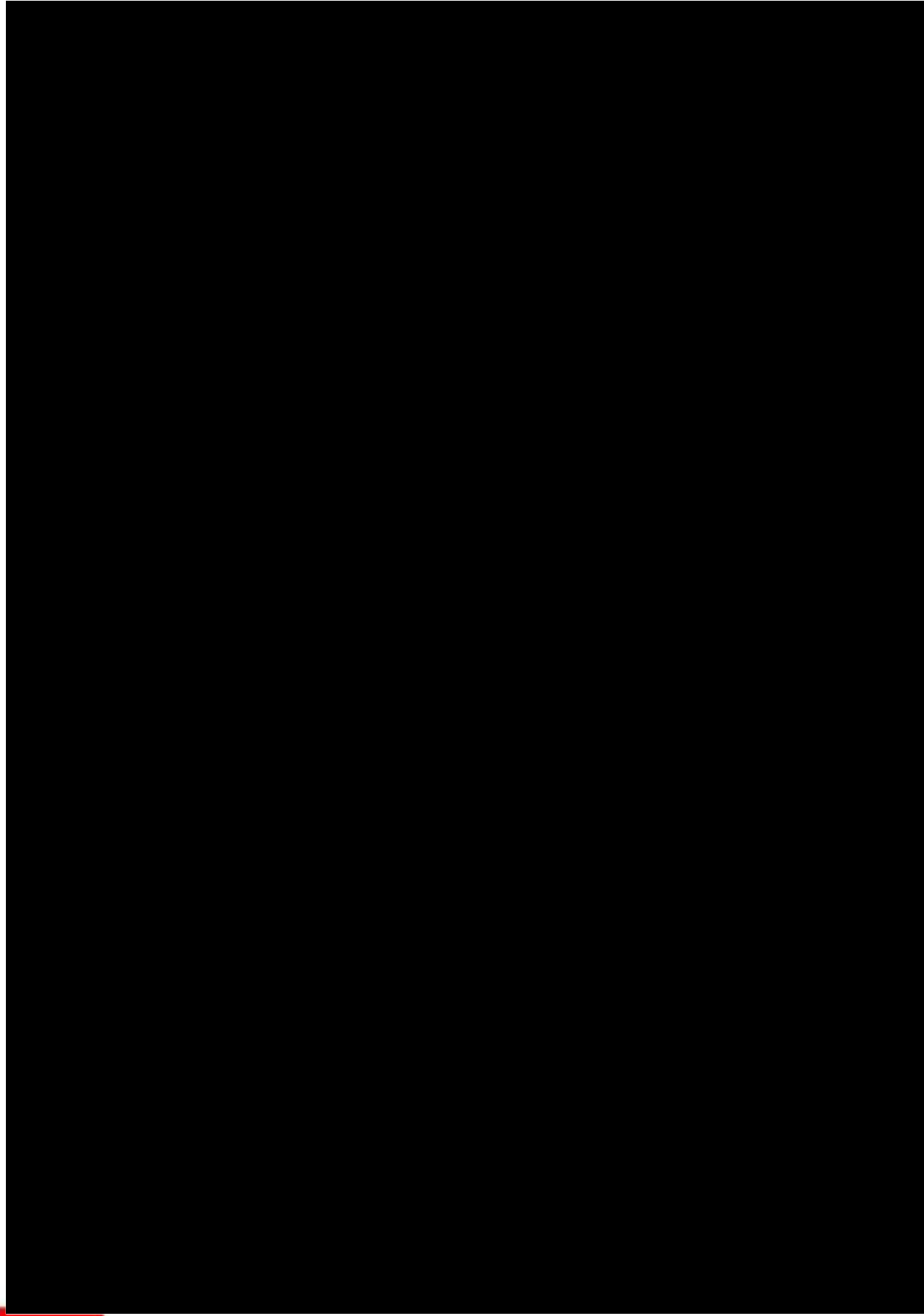


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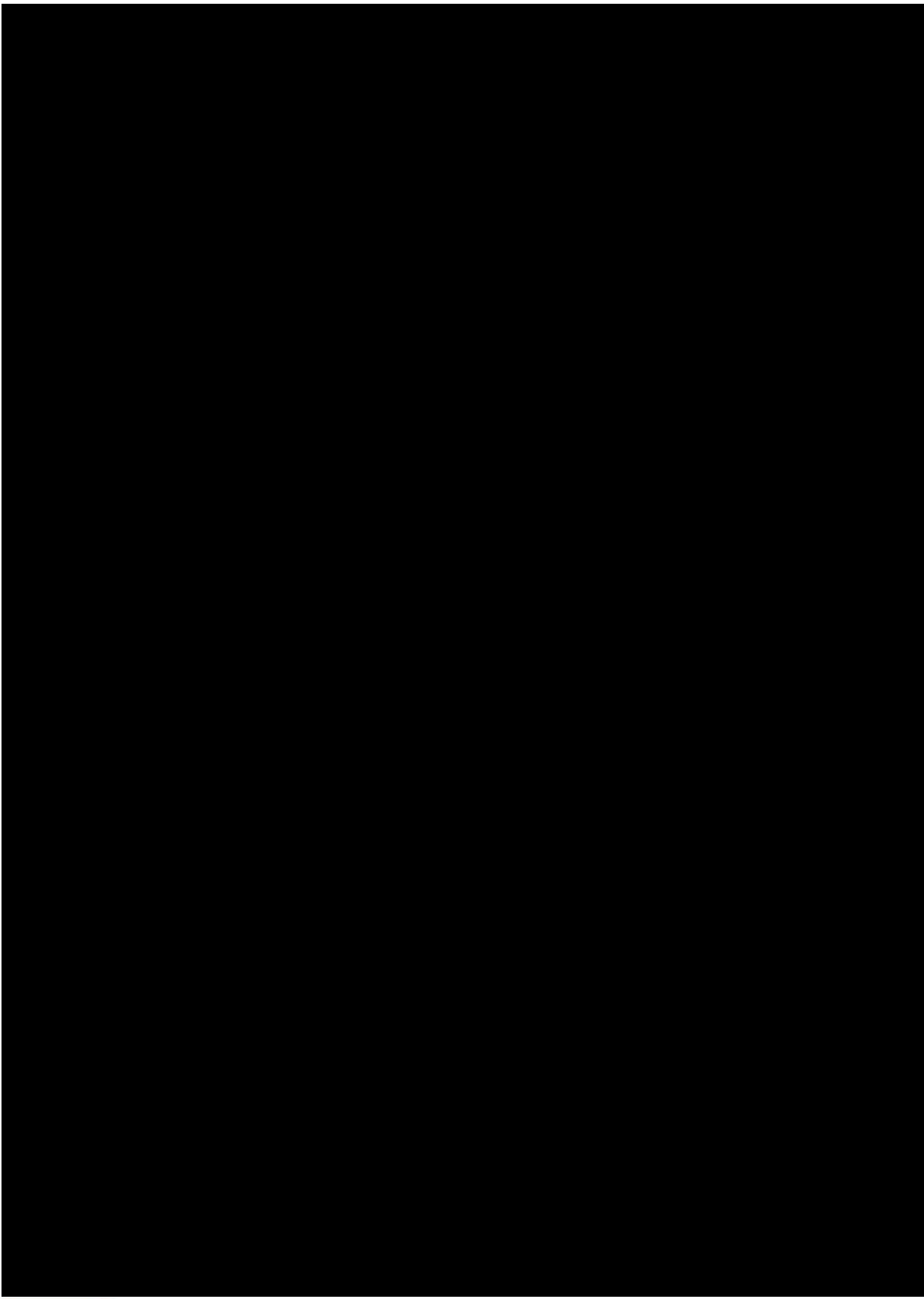


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The dotted line is the previous prediction.

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[REDACTED]

Class/VOID Relat...

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Market Data

[REDACTED]

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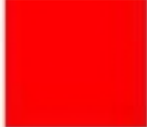
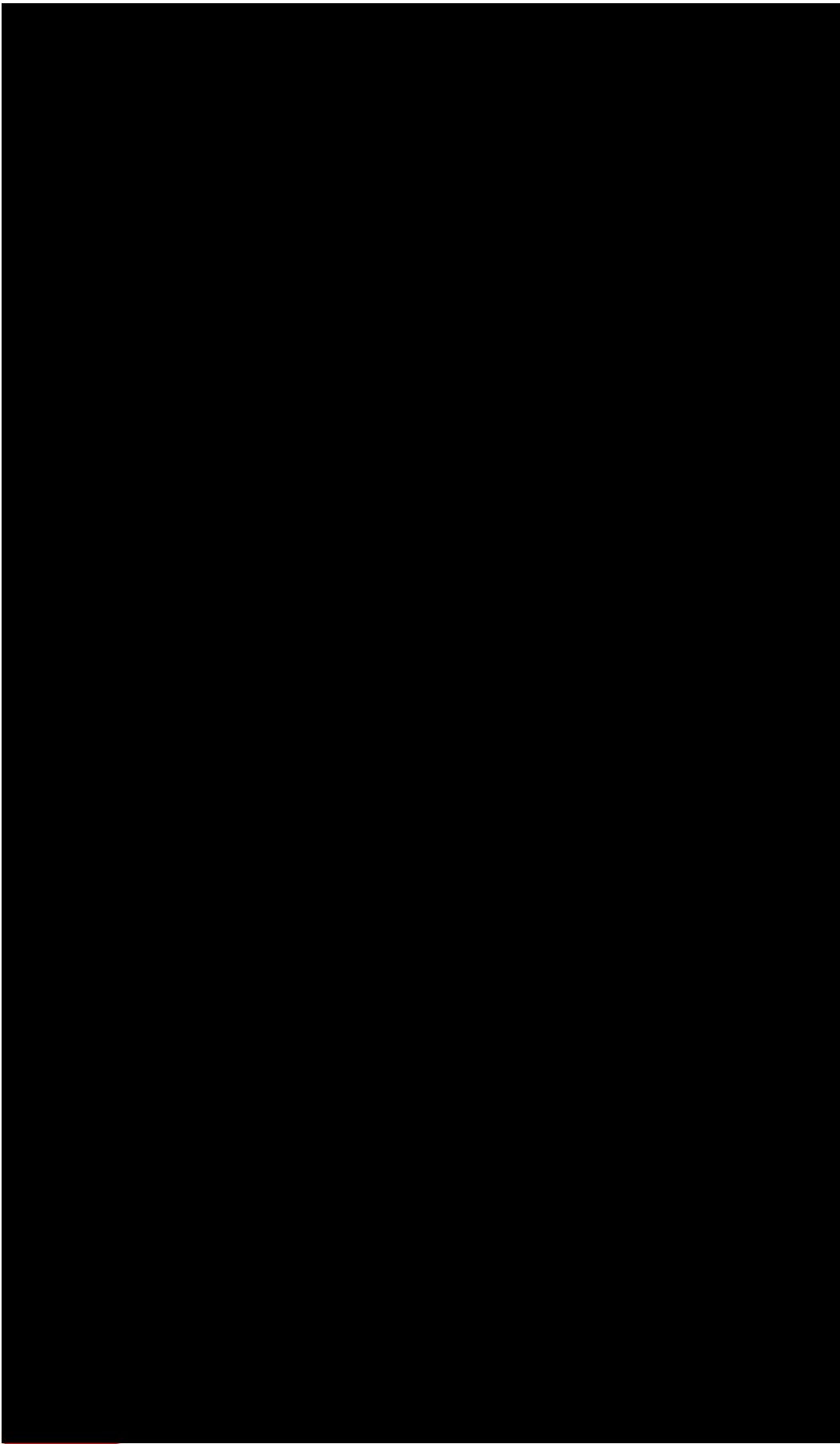
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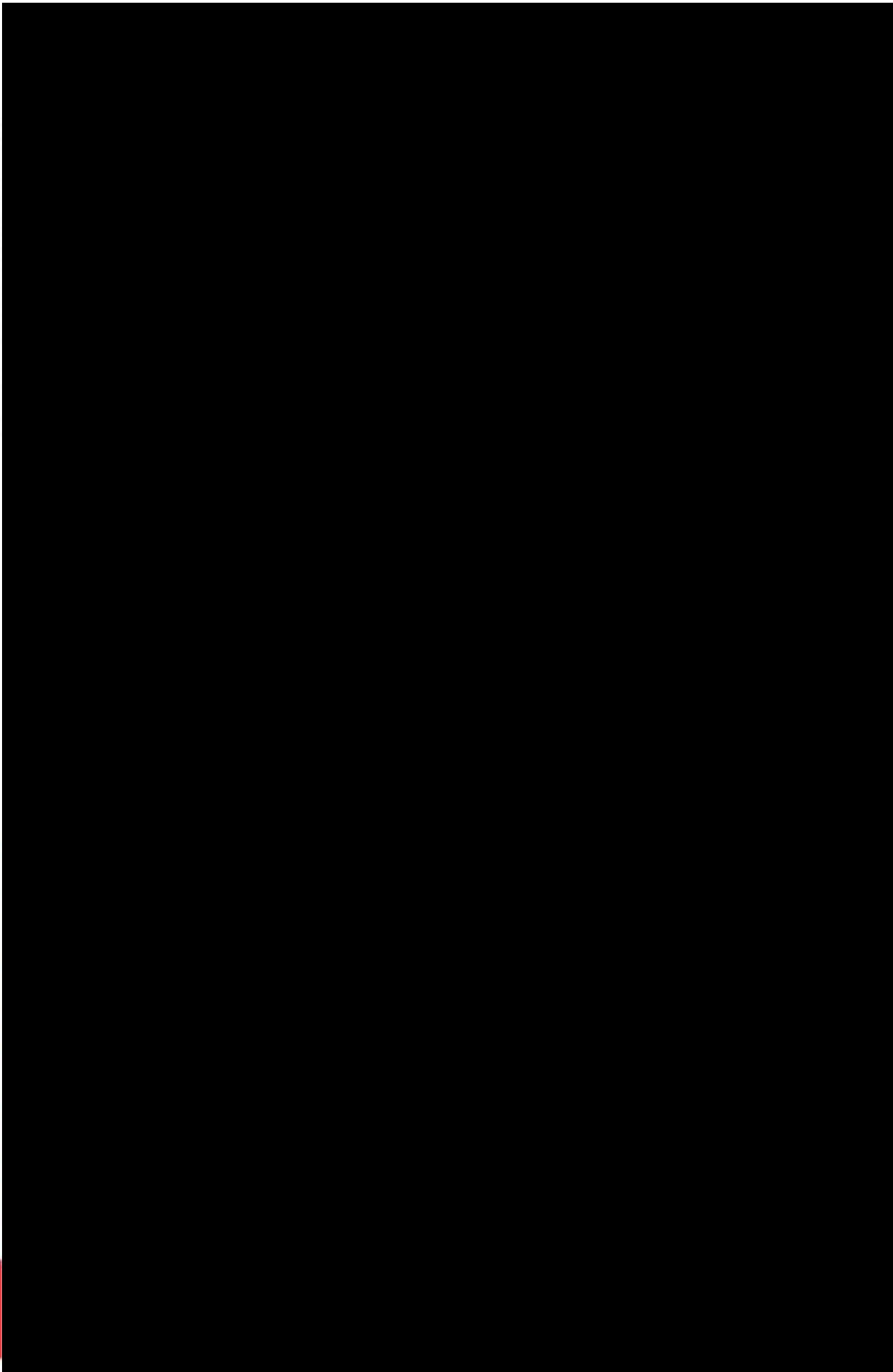


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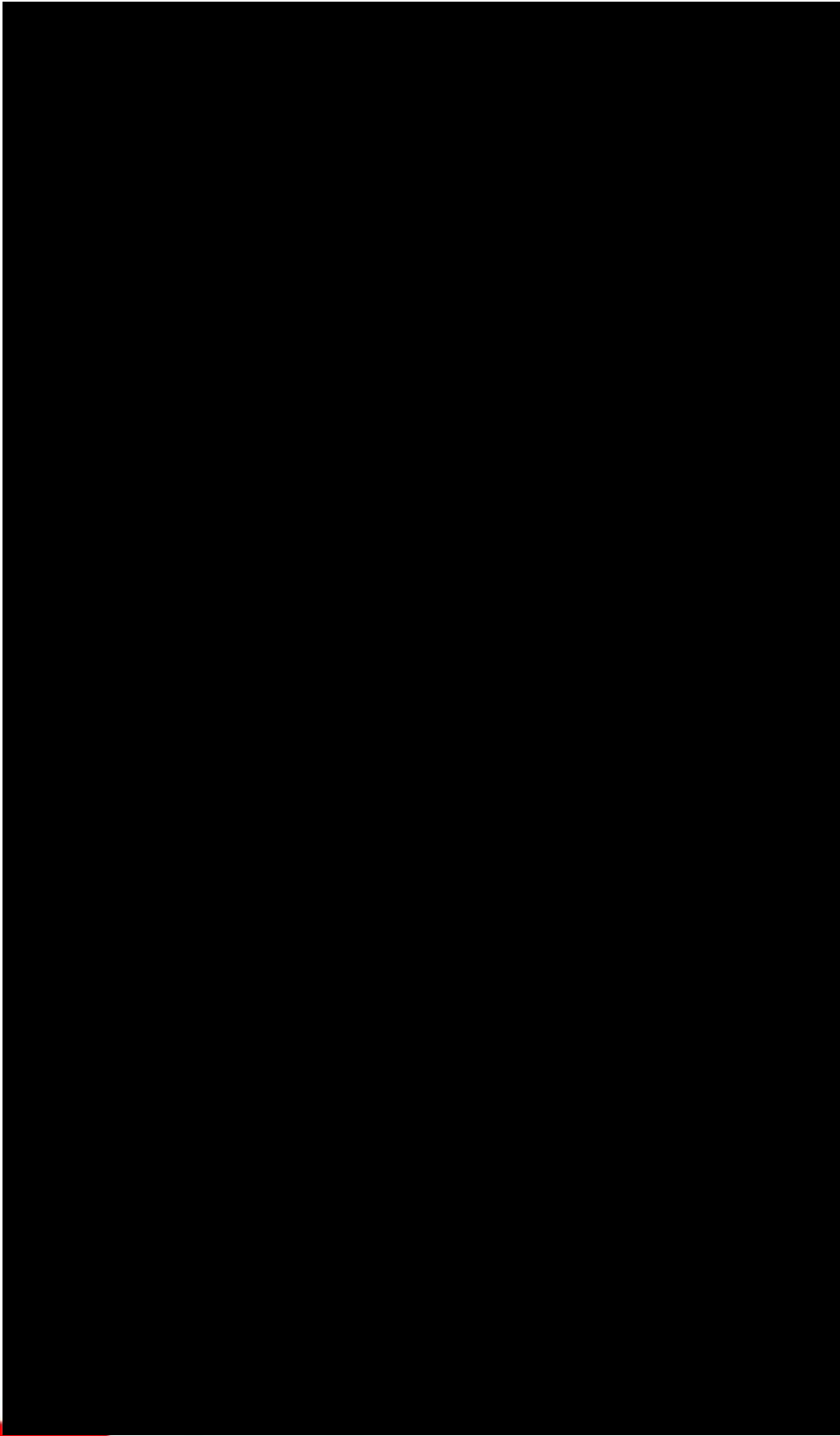
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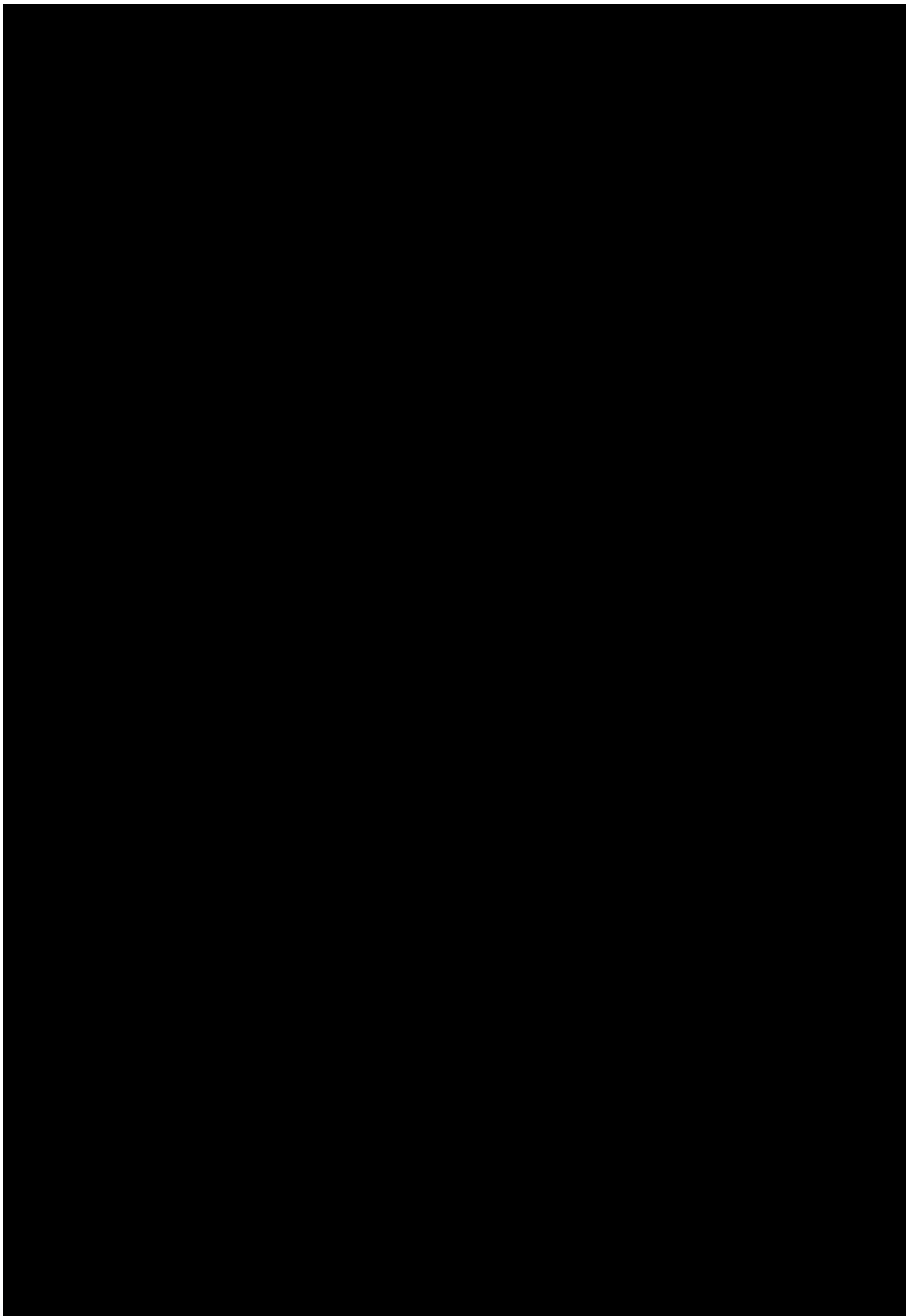


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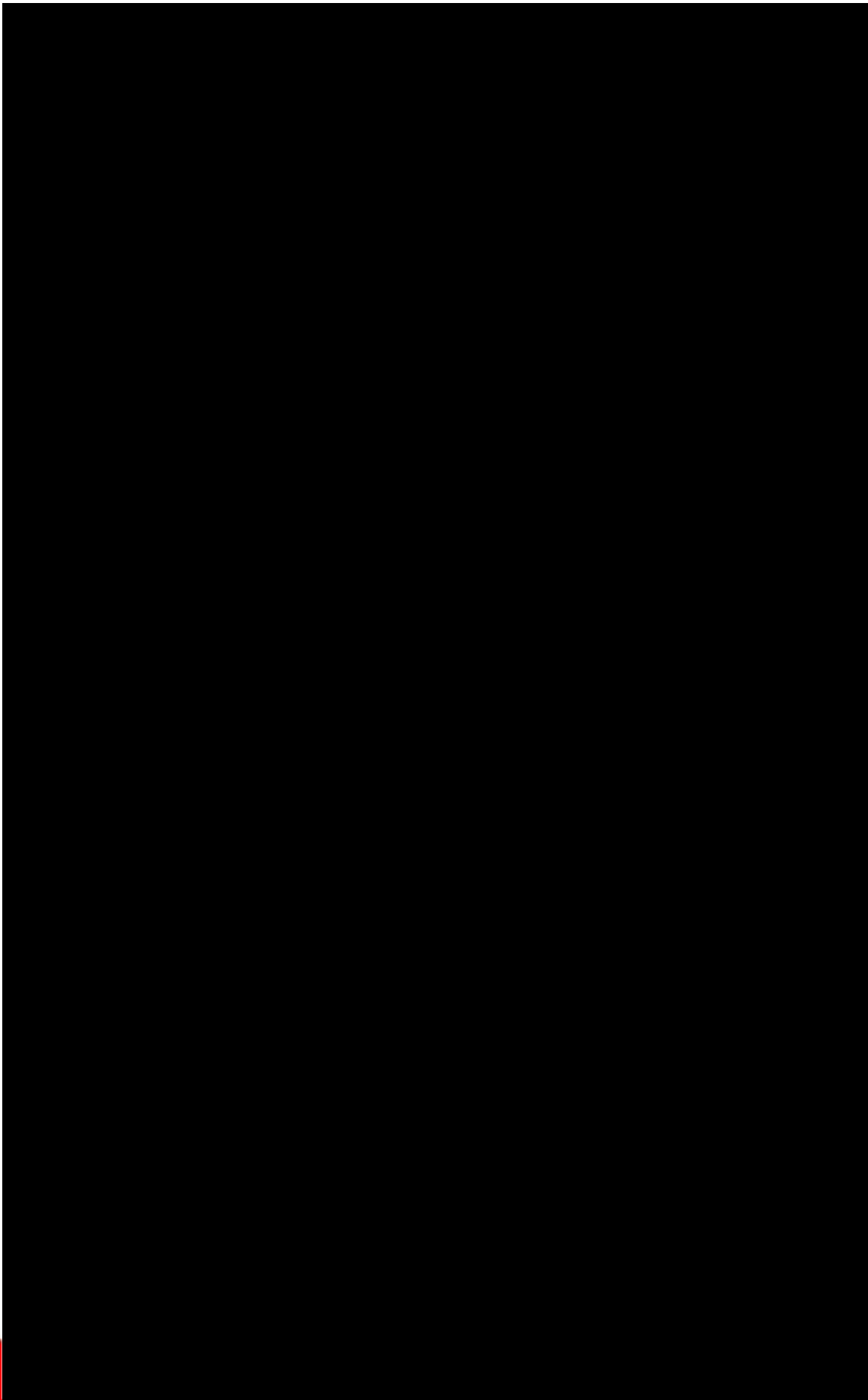


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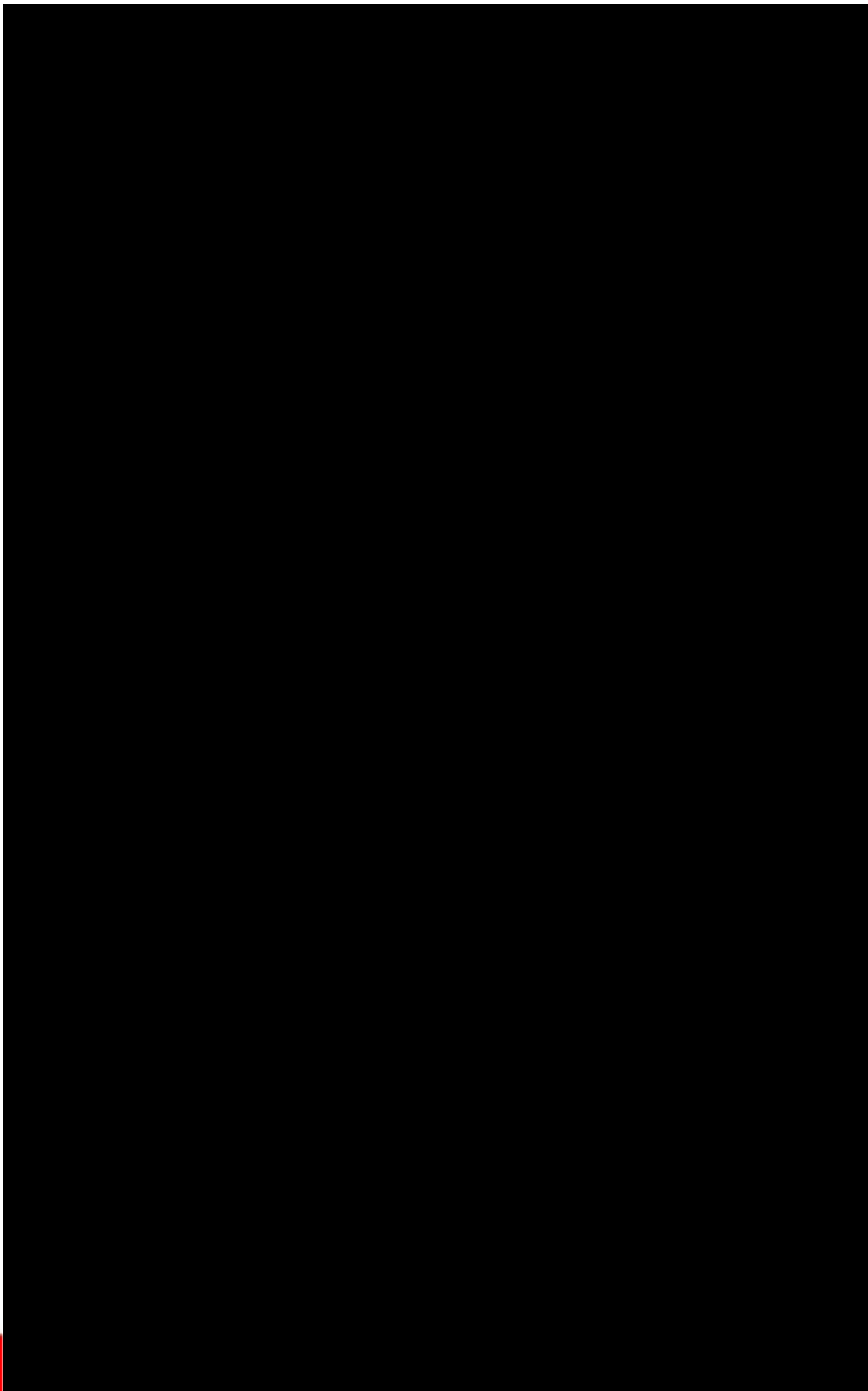


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